

IN THE CLAIMS

Please amend the claims as follows:

1. (Previously Presented) A computerized method for selecting images for a markup language document comprising:

encoding an instruction in the markup language document, the instruction identifying a utility program that selects an image for insertion into the document;
preparing the markup language document for display;
invoking the utility program when the instruction is processed;
selecting, by the utility program, a pre-determined number of images from a group of images, the pre-determined number being specified in the instruction; and
placing, by the utility program, the pre-determined number of images in the markup language document at locations defined in the instruction.

2. (Original) The computerized method of claim 1, wherein the group of images comprises a gallery containing images available for display.

3. (Previously Presented) The computerized method of claim 1, wherein the group of images comprises a pool of images and the method further comprising:

choosing the images for the pool from a gallery containing images available for display using an administration tool.

4. (Original) The computerized method of claim 3, wherein choosing the images for the pool comprises:

obtaining filtering criteria;
identifying an image from the gallery based on the filtering criteria; and
adding the identified image to the pool.

5. (Original) The computerized method of claim 4 further comprising:
examining information associated with the image against a set of standards; and
discarding the image if the information does not meet the standards.
6. (Original) The computerized method of claim 4 further comprising:
deleting an image from the pool.
7. (Original) The computerized method of claim 1, wherein the markup language
document is a web page and the instruction is a tag in the proprietary format.
8. (Previously Presented) The computerized method of claim 7, wherein the utility
program is invoked when the tag in the proprietary format is processed during a compile
of the web page.
9. (Previously Presented) The computerized method of claim 7, wherein the
proprietary format comprises:
widget identifier, number of images, display parameters.
10. (Original) The computerized method of claim 9, wherein the display parameters
comprise a size parameter and a location parameter.
11. (Previously Presented) The computerized method of claim 7, wherein the
proprietary format comprises:
widget identifier, category identifier, number of images, display parameters
12. (Original) The computerized method of claim 1 further comprising:
validating the pre-determined number of images against validation criteria; and
substituting a different image for an image that fails the validation.

13. (Currently Amended) A computer-readable medium having stored thereon executable instructions for causing a computer to perform a utility program for selecting images for a markup language document comprising:

determining a number of images to display in the markup language document;
obtaining a set of random numbers ~~corresponding~~ the set containing a plurality of random numbers, a number of the plurality of random numbers being equal to the determined number of images;

retrieving a set of images from a group of images using the set of random numbers; and

placing the set of retrieved images in the markup language document.

14. (Original) The computer-readable medium of claim 13 having further executable instructions comprising:

validating the retrieved images against validation criteria; and
retrieving a replacement image from the group of images if a retrieved image fails the validation.

15. (Original) The computer-readable medium of claim 13 having further executable instructions comprising:

determining a location in the document for each of the retrieved images from an instruction embedded in the document.

16.-18. (Cancelled)

19. (Previously Presented) A computer system comprising:
a processing unit;
a memory coupled to the processing unit through a system bus;
a computer-readable medium coupled to the processing unit through the system bus, and
an instruction embedded in a markup language document in the memory to cause the processing unit to execute a utility program from the computer-readable medium, wherein the utility program causes the processing unit to determine a number of images to display in the markup language document, select the number of images from a group of images, and place the selected images in the markup language document.
20. (Original) The computer system of claim 19, wherein the utility program causes the processing unit to place the selected images in a location defined in the instruction.
21. (Original) The computer system of claim 19, wherein the instruction specifies the number of images to display.
22. (Original) The computer system of claim 19, wherein the computer-readable medium further comprises an administration program that causes the processing unit to create a group of images from which to select the number of images.
23. (Original) The computer system of claim 19, wherein the computer system is a web server and the markup language document is a web page.
24. (Original) The computer system of claim 23, wherein the web page contains images of items being auctioned on a web site hosted by the web server.

25. (Previously Presented) A system for selecting images for a markup language document, the system comprising:

means for encoding an instruction in the markup language document, the instruction identifying a utility program that selects an image for insertion into the document;

means for preparing the markup language document for display;

means for invoking the utility program when the instruction is processed;

means for selecting, by the utility program, a pre-determined number of images from a group of images, the pre-determined number being specified in the instruction; and

means for placing, by the utility program, the pre-determined number of images in the markup language document at locations defined in the instruction.

26. (Currently Amended) A system for selecting images for a markup language document, the system comprising:

means for determining a number of images to display in the markup language document;

means for obtaining a set of random numbers ~~corresponding~~ the set containing a plurality of random numbers, a number of the plurality of random numbers being equal to the determined number of images;

means for retrieving a set of images from a group of images using the set of random numbers; and

means for placing the set of retrieved images in the markup language document.